

Meta Title & Description Formulas

Fill-in-the-blank formulas for every page type, with real character limits and worked examples.

The meta title and description are what actually show up in the Google search result — they're your one shot at getting someone to click your result over the one next to it. Generic, templated ones ("Home | [Business Name]") waste that entirely.

Character limits (stick to these or Google truncates it)

[] Title: 50-60 characters

[] Description: 150-160 characters

Homepage

Title formula

[Service] in [Town] | [Business Name]

Worked example

Estate & Letting Agents in Solihull | Reyse

Description formula

[What you do] in [town]. [A real, specific differentiator]. [Call to action].

Worked example

Selling or letting in Solihull? We handle sales and lettings with the same team from valuation to keys. Get a free valuation today.

Area / town page

Title formula

Estate Agents in [Area] | [Business Name]

Description formula

Looking to buy, sell, or rent in [area]? [Business Name] knows the local market — [specific local detail].
[Call to action].

Individual listing page

Title formula

[Bedrooms]-Bed [Property type] for Sale in [Area] | [Business Name]

Description formula

[Bedrooms]-bed [property type] on [street/area]. [One standout feature]. Guide price £[price]. View now.

Service page (e.g. "Landlord services")

Title formula

[Service Name] in [Town] | [Business Name]

Description formula

[What the service does, in one sentence]. [Trust signal — reviews, years, guarantee]. [Call to action].

Always include your actual town or area naturally, and always include your phone number in the description where you can fit it — including it directly increases click-through even though it's not clickable text.